

IMC 306: Internet Marketing Communication

SCHOOL OF JOURNALISM & NEW MEDIA

A detailed survey of marketing communications online applications, e.g. the Web site as a basic marketing platform, search engine optimization, digital promotions, e-mail and social media marketing.

3 Credits

Prerequisites

- [IMC 205: Writing for Integrated Marketing Comm](#) (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture/Lab: Lecture/Lab for IMC 306

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

